

## Message Text

UNCLASSIFIED

PAGE 01 STOCKH 01979 200527Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----054824 211055Z /11  
R 191051Z MAY 78  
FM AMEMBASSY STOCKHOLM  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 3833

UNCLAS STOCKHOLM 1979

E.O. 11652: N/A  
TAGS: BEXP, SW  
SUBJECT: ADS REQUEST - ROCK INTERNATIONAL

REF: COMMERCE CD-144, 04/26/78

1. AFTER HAVING TALKED TO COMPANIES IN THE BABY CARE FIELD, WE HAVE LEARNED THAT THE MARKET FOR IMPORTED REPEAT IMPORTED DISPOSABLE BABY DIAPERS IS VERY SMALL IN SWEDEN. THE MAIN REASON FOR THIS IS THAT DISPOSABLE BABY DIAPERS HAVE BEEN USED IN SWEDEN FOR THE LAST 25-30 YEARS AND THE SWEDISH BRANDS THAT ARE SELLING HERE ARE VERY WELL ESTABLISHED AND WELL KNOWN, AND THUS VERY HARD TO COMPETE WITH.

2. ANOTHER NEGATIVE FACTOR, ACCORDING TO THE COMPANIES, IS THE BULK/VALUE RATIO OF THE DIAPERS WOULD RESULT IN PROHIBITIVELY HIGH TRANSPORTATION COSTS.

3. PROCTER & GAMBLE ARE TRYING TO INTRODUCE PAMPERS INTO THE SWEDISH MARKET. THEY ARE REPORTEDLY SPENDING VAST AMOUNTS OF MONEY. PRESUMABLY THEIR EFFORTS WOULD MAKE IT EVEN HARDER FOR OTHER FOREIGN PRODUCERS TO ENTER THIS MARKET.  
KENNEDY-MINOTT

NOTE BY OC/T: MESSAGE DELAYED IN TRANSMISSION.  
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NNN



## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 19 may 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978STOCKH01979  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Retention:** 0  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014